

MAYOR OF LONDON

BRAND GUIDELINES

CONTENTS

OUR BRANDS	3	ACCESSIBILITY REGULATIONS ...	19	PHOTOGRAPHY	28
OUR CORE PRINCIPLE	4	Accessible PDFs	20	Vetting	29
OUR BRAND PRINCIPLES	5	Accessible colours	21	Consent forms	29
OUR BRAND TOOLS	6			City Hall image library	30
		 FONTS	22		
OUR LOGOS	7	Styling text	23		
Clear space	8			 TEMPLATES	31
Logo size	11	 ILLUSTRATION	24	Video start and end frames	32
Colour options	12	 ICONOGRAPHY	25	Statement video frames	33
Logo options	13			Presentation templates	34
Delivered by	14	 PRINTED MATERIAL	26	Certificates	35
In partnership with	15	Suppliers.....	26	Pull up banners	36
With sponsors	16	Production.....	26	Reports	37
		Stocks and weights.....	27		
COLOUR PALETTE	18	Paper sizes	27		



OUR BRANDS

We have two public facing brands – **Mayor of London** and **London Assembly**.

The Mayor runs London, and the London Assembly's role is to hold the Mayor to account.

When we're communicating the work of City Hall we use the Mayor of London logo.

All London Assembly material carries their logo.

MAYOR OF LONDON

LONDON ASSEMBLY



OUR CORE PRINCIPLE

A CITY FOR ALL LONDONERS

The people of London are at the heart of what we do.

We want to appeal to everyone - no matter their age, gender, sexual orientation, ethnicity, religion, disability or family structure.

Our work focuses on what matters to every community here.

By doing so, our communications to Londoners are honest and relevant.



OUR BRAND PRINCIPLES

PERSONABLE & RELATABLE

We show a true London that Londoners know and connect with.

Our work is accessible to all. We reflect the city's diversity and openness.

TRUSTWORTHY & HONEST

We are dependable, genuine and honest. We are straightforward and direct, so that Londoners can trust us and believe in what we say and do.

RELEVANT & APPROPRIATE

We talk about things that matter to the lives of the people who live here. Our work supports a narrative and we use case studies of real Londoners.

POSITIVE & OPTIMISTIC

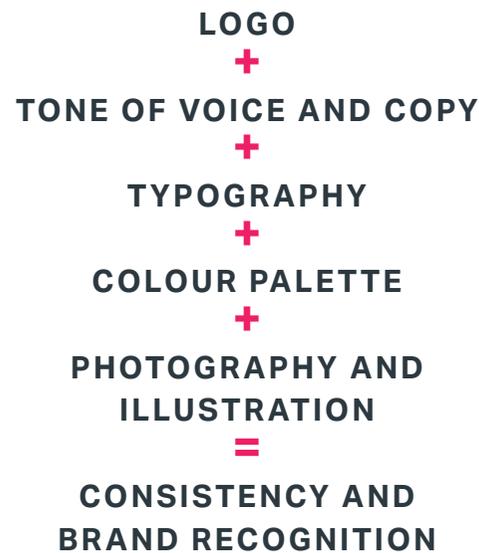
We strive to create a positive and united London.

London is exciting and enticing. We encourage active participation to help make London a better place in which to live and work.



OUR BRAND TOOLS

We want our communications to be striking, engaging and consistent. We want Londoners to know our work when they see it and be inspired to get involved. We use a set of practical tools to ensure we do this.



To find out more about our tone of voice and copy style, see our [editorial guidelines](#).



OUR LOGOS

MAYOR OF LONDON  **LONDON ASSEMBLY**

Only use logos supplied by the Creative team.

All logo requests must be made by City Hall staff. Please complete the logo request [email form](#).

They must not be changed.

All logo use must be approved by the Creative team. Please send draft files before publishing in good time. This will ensure that any necessary changes can be made.



OUR LOGOS

CLEAR SPACE

We position our logo in a band of clear space at the top of our communications*. There is an optional key line to distinguish it from the main content area.

We always make sure the logo is clear and legible within this space.

* There may be certain campaigns or projects where top-level Mayor of London branding does not apply. Mayoral Directors make these decisions.



Report



Exhibition board

↑ Logo clear space is calculated as the page height divided by 8 ↓



OUR LOGOS

We use a different calculation on landscape and square formats.

There are also templates for some digital formats like PowerPoint presentations and MS Word reports.

Get in touch to see what we have.



Square format



Event holding slide

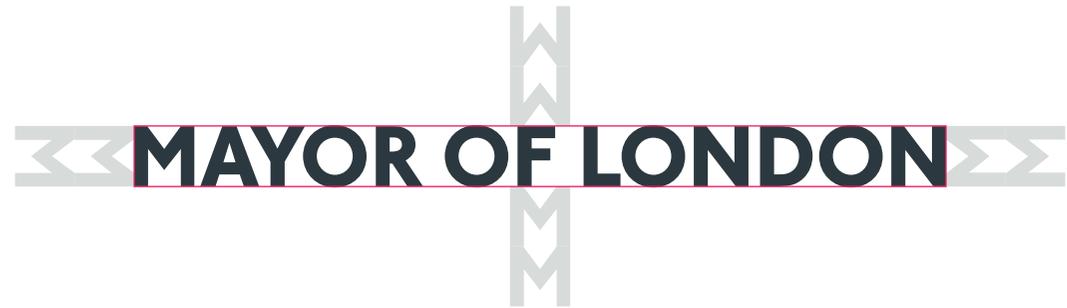
Logo clear space is calculated as the page height divided by 6



OUR LOGOS

Minimum clear space

When using the Mayor of London logo without following top level branding, we must still ensure the logo is clear and legible. That means having a minimum clear space around the logo – double the height of the 'M'.



OUR LOGOS

LOGO SIZE

We have fixed logo widths for standard size formats.

When using the London Assembly logo with the Mayor of London logo they should be the same height.

Check the logo is a minimum of 30mm wide in print, 150 pixels wide on screen.

For non-standard sizes, scale the logo up or down proportionally based on the closest format size listed opposite.

MAYOR OF LONDON

← 678px on **BT Inlink** (1080 x 1920px) →

← 576mm on **6-sheet** (1200 x 1800mm) →

← 325mm on **double royal posters** (1016 x 635mm) →

← 155mm on **DLR card** →

← 77mm on **Metro advert** →

← 70mm on **A4** →

← 55mm on **A5** →

← 45mm on **DL** →

OUR LOGOS

COLOUR OPTIONS

Our logo should be clear and accessible. That means having a strong contrast between logo and background.

We use the primary grey version of our logo on a white or light background.

We use a white version of our logo on dark backgrounds.



Grey on white



White on grey



Grey on light background



White on dark background

OUR LOGOS

LOGO OPTIONS

Are you using the right logo?

Please get in touch if you're not sure which logo you should use.

MAYOR OF LONDON	<small>DELIVERED BY</small> MAYOR OF LONDON	<small>IN PARTNERSHIP WITH</small> MAYOR OF LONDON
Use this logo if the project is owned and managed by us. Communications should use Mayor of London branding	Use this logo if: <ul style="list-style-type: none">• delivering key mayoral projects or manifesto commitments that have significant benefits to Londoners.• working with the Government on grant funded projects or programmes	Use this logo if: <ul style="list-style-type: none">• we're working together with partner(s)• we're providing funding for a project• we're giving support in kind like donating event space or if the Mayor is speaking at an event

GREATER**LONDON**AUTHORITY

Use this logo on internal materials like contracts, forms, name badges and building signage.



OUR LOGOS

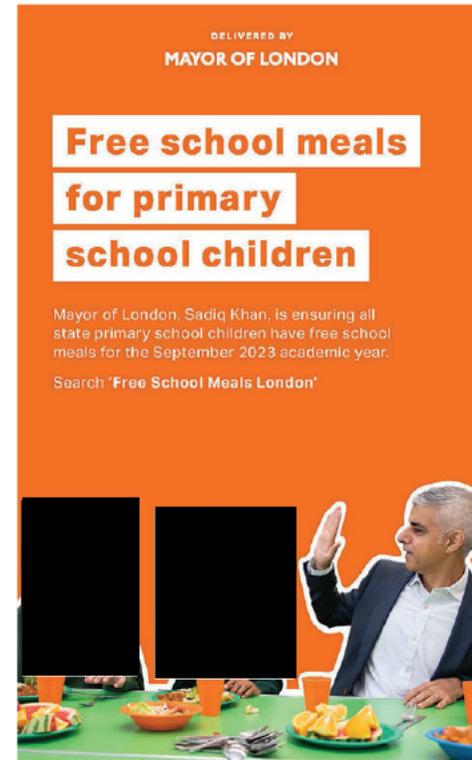
DELIVERED BY

Use this logo if delivering key mayoral projects or manifesto commitments that have significant benefits to Londoners or when working with the Government on grant funded programmes.

The logo should be used in accordance with the Mayor of London logo - see **pages 8 -12** of these guidelines.

A portion of the logo must be shared with [redacted] [@london.gov.uk](mailto:[redacted]@london.gov.uk) to make sure it is then used correctly.

Please send draft files (before publishing) in good time to ensure any necessary changes can be made.



Logo clear space is calculated as the page height divided by 8

Leaflet



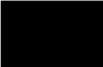
OUR LOGOS

IN PARTNERSHIP WITH

Use the 'in partnership with Mayor of London' logo when working with partners or if we're funding or supporting a project.

Our logo must appear in proportion with other logos. We must also ensure there is plenty of clear space around it – see details opposite.

Artwork does **not** have to appear in the Mayor of London brand.

Some of the logo must be shared with  [@london.gov.uk](mailto:communications@london.gov.uk) to make sure it is used correctly.

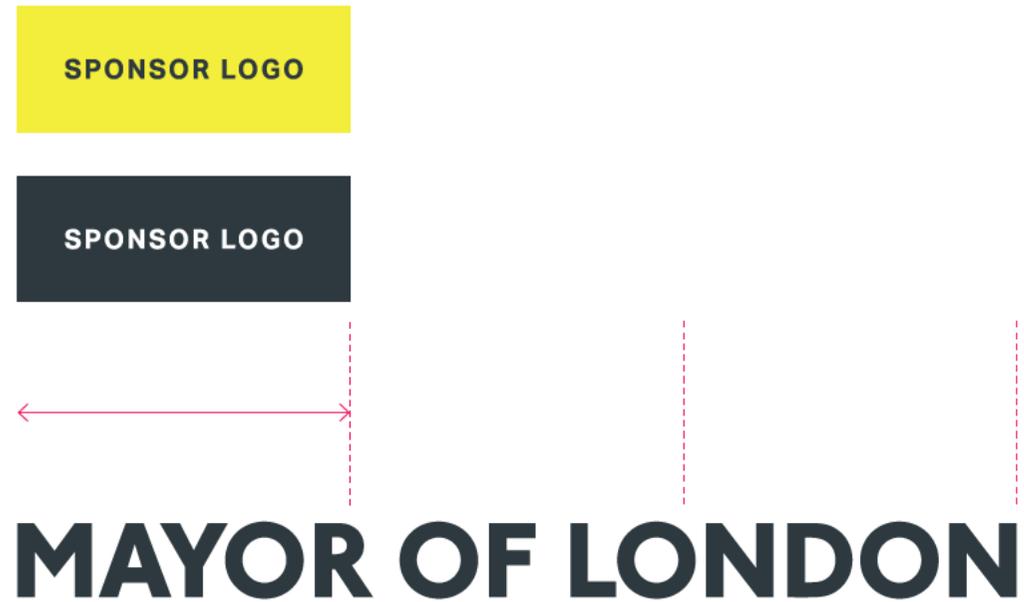


OUR LOGOS

WITH SPONSORS

When we work with sponsors on our printed communications, their logos will appear in primary grey on a light background or white on a dark background.

Sponsor logos should not appear proportionally larger than one third of the size of the Mayor of London logo.

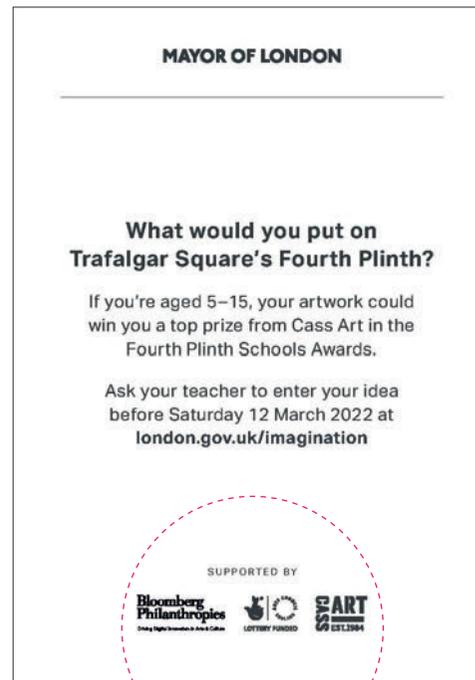


OUR LOGOS

SPONSOR LOGOS IN PRACTICE

Sponsor logos appear at the bottom of the artwork under content.

We align them across their vertical centres.



Postcard



OUR COLOUR PALETTE

COLOUR VALUES

We have 12 core colours. We expand our colour range by using tints of 20, 40, 60 and 80 per cent.

The correct colour values for our brand palette are specified here. Please use them as it helps ensure our work is consistent.



PURPLE
C54 M76 Y0 K0
R174 G74 B198
P 2592
#AE4AC6



DARK BLUE
C100 M5 Y0 K47
R0 G87 B125
P 308
#00577D



BLUE
C83 M46 Y0 K0
R0 G122 B204
P Process Blue
#007ACC



CYAN
C100 M0 Y0 K0
R0 G174 B239
P Process Cyan
#00AEEF



GREEN
C100 M0 Y100 K0
R0 G135 B67
P Bright Green
#008743



YELLOW
C0 M0 Y100 K0
R255 G242 B0
P Process Yellow
#FFF200



MUSTARD
C10 M40 Y100 K0
R220 G160 B0
P 124
#DCA000



ORANGE
C0 M70 Y100 K0
R233 G88 B20
P 164
#E85713



RED
C0 M100 Y100 K0
R235 G0 B27
P Red 032
#EB001B



PINK
C0 M95 Y35 K0
R231 G19 B93
P 213
#E7135D



DARK PINK
C20 M100 Y35 K30
R158 G0 B89
P 228
#9E0059



GREY
C25 M10 Y10 K85
R54 G62 B66
P 432
#353D42



ACCESSIBILITY

ACCESSIBILITY REGULATIONS

The GLA is committed to making our websites and applications accessible, in accordance with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.

All development work (and all materials to be published online) must as a minimum meet the [Web Content Accessibility Guidelines \(WCAG\) version 2.1](#) to AA standard.

TABLE OF CONTENTS

Abstract

Status of This Document

Introduction

0.1 Background on WCAG 2

0.2 WCAG 2 Layers of Guidance

0.3 WCAG 2.1 Supporting Documents

0.4 Requirements for WCAG 2.1

0.5 Comparison with WCAG 2.0

0.5.1 New Features in WCAG 2.1

0.5.2 Numbering in WCAG 2.1

0.5.3 Conformance to WCAG 2.1

0.6 Later Versions of Accessibility Guidelines

1. Perceivable

1.1 Text Alternatives

1.1.1 Non-text Content

1.2 Time-based Media

1.2.1 Audio-only and Video-only (Prerecorded)

1.2.2 Captions (Prerecorded)

1.2.3 Audio Description or Media Alternative (Prerecorded)

1.2.4 Captions (Live)

1.2.5 Audio Description (Prerecorded)

1.2.6 Sign Language (Prerecorded)

1.2.7 Extended Audio Description (Prerecorded)

1.2.8 Media Alternative (Prerecorded)

1.2.9 Audio-only (Live)

1.3 Adaptable

1.3.1 Info and Relationships

1.3.2 Meaningful Sequence

1.3.3 Sensory Characteristics

1.3.4 Orientation

1.3.5 Identify Input Purpose

Web Content Accessibility Guidelines (WCAG) 2.1

W3C Recommendation 05 June 2018

This version:
<https://www.w3.org/TR/2018/REC-WCAG21-20180605/>

Latest published version:
<https://www.w3.org/TR/WCAG21/>

Latest editor's draft:
<https://w3c.github.io/wcag21/guidelines/>

Implementation report:
<https://www.w3.org/WAI/WCAG21/implementation-report/>

Previous version:
<https://www.w3.org/TR/2018/PR-WCAG21-20180424/>

Previous Recommendation:
<https://www.w3.org/TR/2008/REC-WCAG20-20081211/>

Editors:

WCAG 2.0 Editors (until December 2008):

Please check the errata for any errors or issues reported since publication.

See also translations.

This document is also available in non-normative formats, available from Alternate Versions of Web Content Accessibility Guidelines 2.1.



ACCESSIBILITY

ACCESSIBLE PDFS

An accessible PDF is a PDF document that can be read and accessed by people with disabilities, primarily the vision-impaired. They may use assistive technology to read the file through text-to-speech or a Braille printout. A PDF document is considered accessible only if it meets a set of accessibility guidelines.

PDFs on our websites must be accessible. Here are some of the things to consider when creating an accessible PDF:

- Ensure the document is exported in single page format, that is not spreads
- Tag the document so that every item is appropriately labelled
- Check the logical reading order
- Use accessible colour combinations
- Include alt copy for all images
- Make sure all text is legible and sized appropriately, including references / footnotes.

[Here](#) is further guidance on creating accessible PDFs.



ACCESSIBILITY

ACCESSIBLE COLOUR COMBINATIONS

The colour combinations opposite meet these accessibility standards. Please ensure that no other colour combinations are used.

For work that is not Mayor of London branded, please ensure you are checking colour contrasts using [this tool](#).

Pink + White



Pink + Black



Yellow + Black



Dark Pink + White



Dark Pink + Yellow



Green + White



Green + Black



Orange + Black



Dark Blue + White



Dark Blue + Yellow



Red + White



Red + Black



Mustard + Black



Grey + White



Grey + Yellow



Purple + White



Purple + Black



Cyan + Black



Black + White



Grey + Mustard



Blue + White



Blue + Black



OUR FONTS

PRINT AND DIGITAL

We always use Aktiv Grotesk on our public facing campaigns.

For titles and large type we usually use bold weight. For body copy we use regular weight.

Aktiv Grotesk bold and regular weights can be downloaded from [Adobe Fonts](#) with a Creative Cloud licence. It is illegal for us to transfer, send or make a copy.

For legibility, our minimum type size is 12pt with 15pt leading. This is based on the Royal National Institute of Blind People (RNIB) 'See it Right' guidance.

On digital media we aim to use 18pt size or above.

Our MS Word and PowerPoint templates use Arial in the regular weight for body copy and in bold for titles and larger type.

Aktiv Grotesk

ABCDEFGHIJKLM
abcdefghijklnopqr
1234567890!#£?

Udaeper spelit odiciet estissimo
cusant et eum voloribeaqui
dem volorios et doluptati rercia
iniscius. Faccus eumque dolut am
nime voluptat imet mo mod eos.



OUR FONTS

STYLING TEXT

Headings are set in **Aktiv Grotesk Bold** and can be centred or left aligned. If using headings in all caps, we use +100 letter spacing. We set the leading at the same point size as the text plus 2/3pts. The example shown is 22pt with 25pt leading.

Subheadings are set in **Aktiv Grotesk Bold** with +35pt letter spacing and ranged left. The example shown is 15pt with 19pt leading.

Body copy is set in Aktiv Grotesk Regular with +35pt letter spacing. The example shown is our minimum size of 12pt with 15pt leading.

**THIS IS A
HEADING**

This is a heading

**This is a subheading
This is a subheading**

This is an example of body copy
This is an example of body copy
This is an example of body copy



ILLUSTRATION

Illustration is an important tool of our brand. It should support a narrative to help inform and inspire our audience. It should only be used where appropriate, and should be:

- straightforward
- striking
- bold
- colourful
- relatable
- fun



ICONOGRAPHY

Our icons are used to support information, helping to make important facts and statistics stand out. They should be:

- simple
- clear
- relevant
- easy to understand

All our icons are created to an 80px square, with a 1.5pt line weight. They can be downloaded in a range of colours from the City Hall image library (see [page 30](#)).



PRINTED MATERIAL

SUPPLIERS

All print quote requests must go through our print management company CDS.

When printing multiple items for a single project or programme like posters and leaflets for an event use the same supplier to ensure consistency.

Contact [REDACTED], our account handler at [REDACTED] before you start:

[REDACTED]@CDS.co.uk

PRODUCTION

Please use the PDF/x-1a: 2001 setting when exporting artwork as a PDF for print. The artwork should also include crop marks and bleed.

Request file copies when obtaining quotes. As a standard, it is usually five file copies for print items.

We print on standard stock for regular or popular items. See the next page for more information on stock and weights.



PRINTED MATERIAL

STOCK & WEIGHTS

Stock: Revive 100 Offset uncoated

TfL Tube poster	250 gsm
DL leaflet	350 gsm
Square postcard	350 gsm
Mini poster	150 gsm
Certificates	300gsm
Report cover	300 gsm
Report insides	120gsm

PAPER SIZES

TfL Tube poster	635mm x 1016mm
DL leaflet	99mm x 210mm
Mini poster	297mm x 475mm
Square card	148mm x 148mm
A5 card/booklet	148mm x 210mm
A6 card	105mm x 148mm
A4 booklet	210mm x 297mm
B5 report	176mm x 250mm

[More information on paper size.](#)



PHOTOGRAPHY

Photography is an important part of our visual communications.

We want our communications to reflect all of London's communities.

Photography supports our messages and is:

- real / honest
- natural
- human / emotional
- diverse
- inspiring
- colourful
- engaging
- informative
- interactive



PHOTOGRAPHY

VETTING

We vet all photography to ensure our brand principles are maintained.

Note: If using volunteers ensure appropriate background checks have been made.

CONSENT FORMS

Where an individual or group are the focus in a photograph you need them to sign a consent form.

This should be done before the shoot. Forms are on our intranet.

Please follow the relevant link:

[Adult consent form 18+](#)

[Child consent form under 18](#)



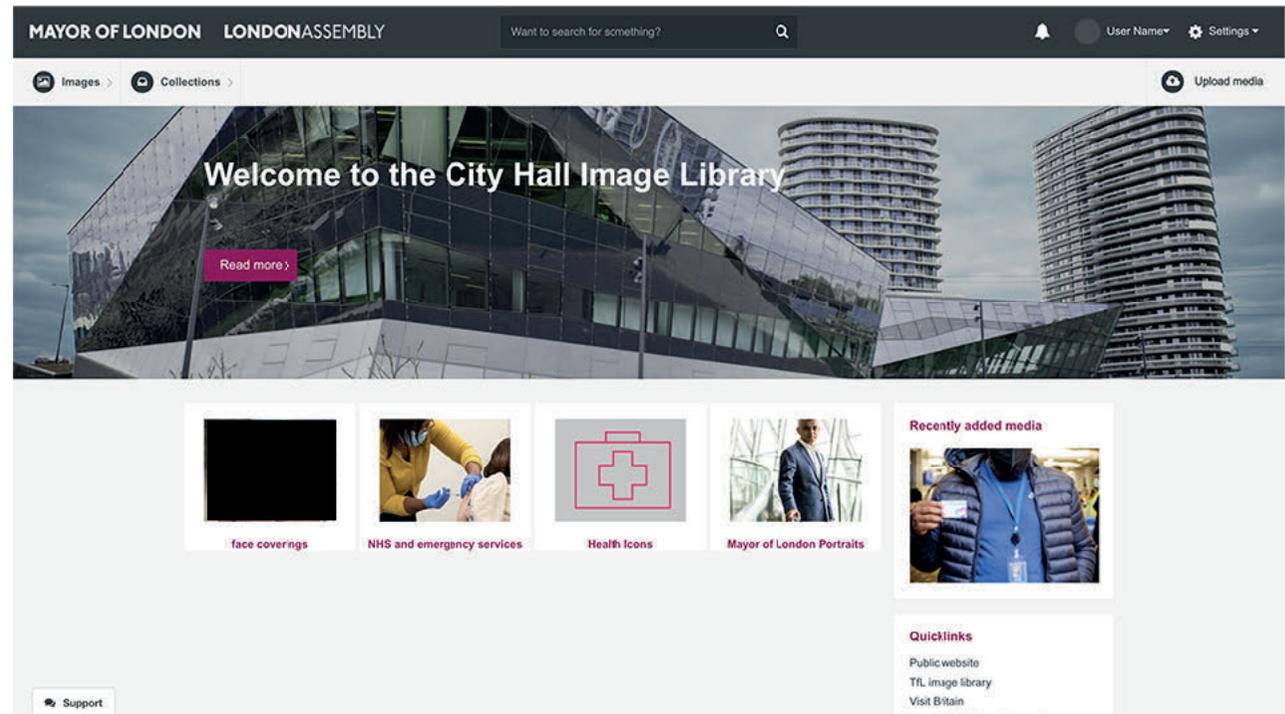
PHOTOGRAPHY

CITY HALL IMAGE LIBRARY

You'll find a collection of images relating to the Mayor and London Assembly's work at images.london.gov.uk

You can use these photos to support policy web pages, presentations and reports.

he library, get in touch with [@london.gov.uk](https://twitter.com/london.gov.uk)



TEMPLATES

We use templates for things we produce on a regular basis like PowerPoint templates, pull up banners, certificates.

This helps us to be consistent and speeds up the process.



TEMPLATES

VIDEO START/END FRAMES

Start frame:

Event/video title appears on solid black tile.

Text centred in panel.

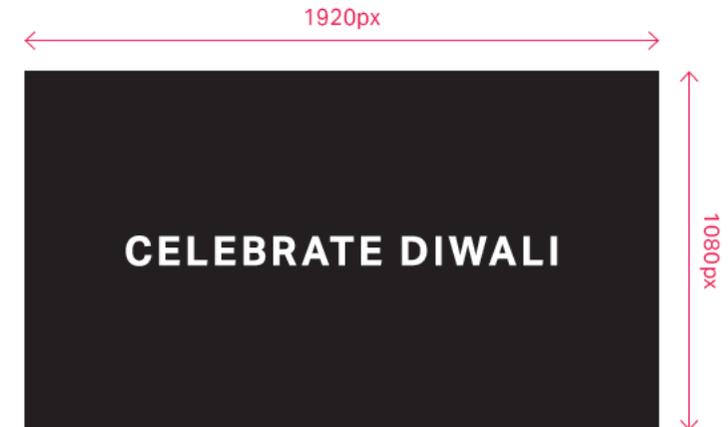
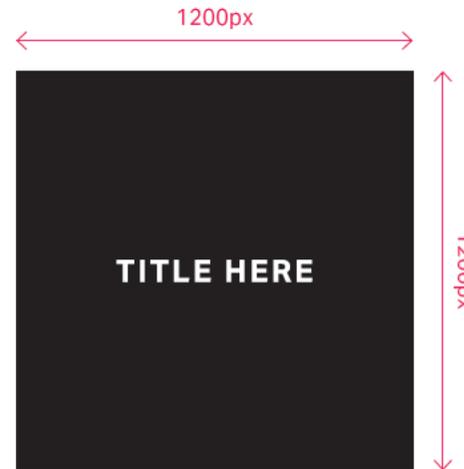
Minimum type size 37.5 pt.

Bold colour: pink or yellow.

Font: Aktiv Grotesk Bold, 100 tracking

End frame:

or Mayor of London logo on solid panel.



TEMPLATES

STATEMENT VIDEO FRAMES

All centred text on black background.

Start frame – Centred logo

Message frame – Text

End frame – Top level logo
Centred URL



TEMPLATES

PRESENTATION TEMPLATES (4:3)

Powerpoint templates for internal and external presentations can be downloaded from our [intranet page](#).

Use the co-branded template for internal presentations.

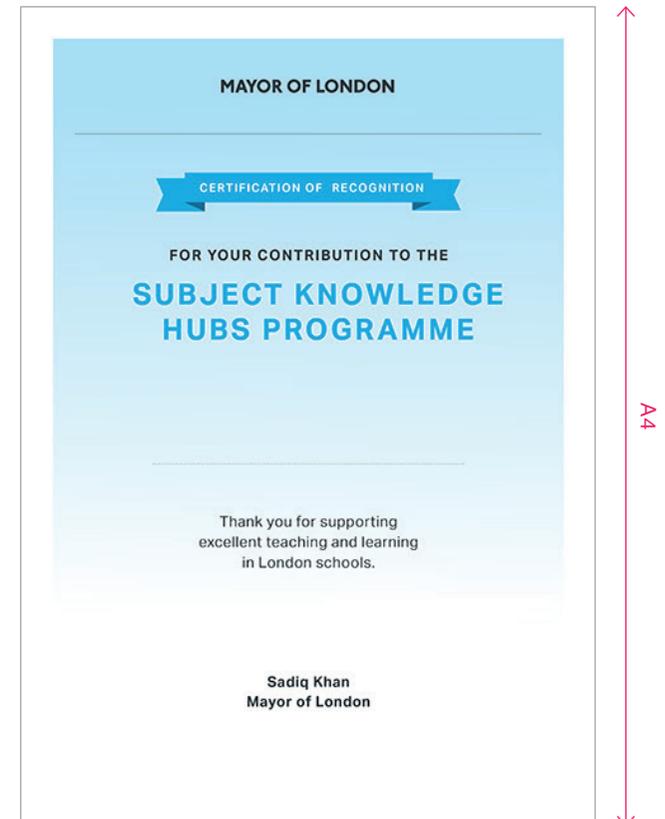
Please use the Mayor of London or London Assembly template for external presentations.



TEMPLATES

CERTIFICATES

- Mayor of London logo top level
- white or light tint background
- header can be capitals or sentence case, in bold
- short subheading in bold or in regular weight
- dotted line for recipient's name (optional)
- name, title, and digital signature
- text can be left aligned or centred
- supporter logos should be a third of the width of the Mayor of London logo and placed at the bottom
- to get printed copies use [TfL reprographics](#)



A4

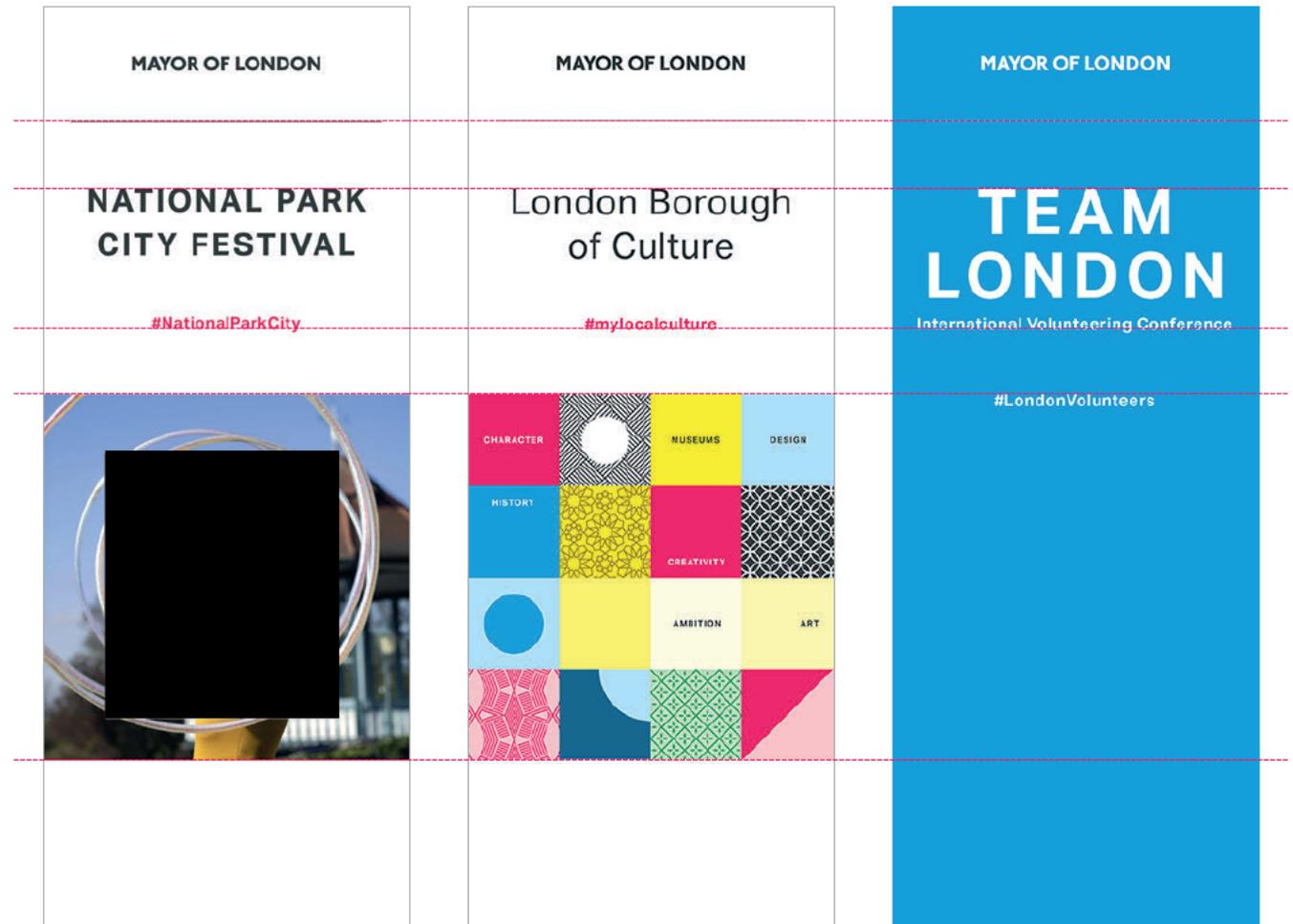


TEMPLATES

PULL-UP BANNERS

Pull-up banners should be informative, eye-catching, and engaging. They can be photography or illustration based.

- Mayor of London logo top level
- header can be capitals or sentence case, in bold or in regular weight
- optional single line subheading
- hashtag and/or URL
- centred text
- photography should be full bleed - with a top gradient to ensure text is clearly legible
- photography should follow the photography principles from [page 28](#).



TEMPLATES

REPORTS

An online publication template is available to make your content fully accessible. Contact the [Digital Team](#).

There is also a Microsoft Word template you can use. If using this template it will need to be made into an accessible PDF. See [page 21](#) for guidance on creating accessible PDFs.

Use this template, email:

report@london.gov.uk

Always allow plenty of time for approval (at least five working days before publishing).



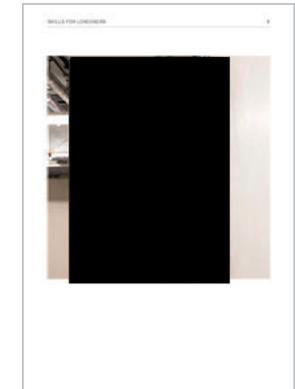
Cover



Copyright



Contents



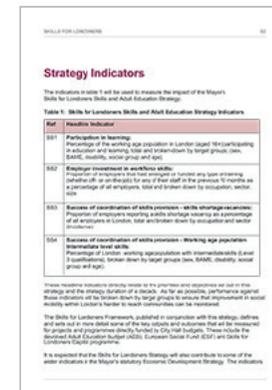
Image



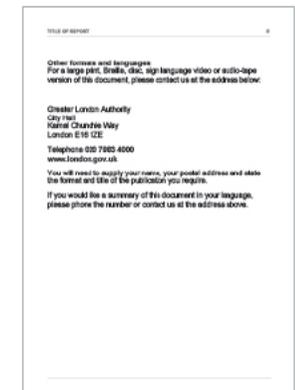
Chapter



Text



Table



Back

